



TRAVEL TEXAS

[PR & Social Media Co-Op Opportunities]

Overview

In addition to always-on PR & Social Media efforts that encourage responsible travel and influence in-market spending and dispersal, Travel Texas is offering industry partners new opportunities to leverage Travel Texas programs to promote your destination or attraction.

If you have any questions regarding the following ongoing activities or new co-op opportunities or would like to discuss what opportunities might be right for you, please contact:

MMGY Global

Megan Roush
MRoush@mmgy.com

Travel Texas

Chelsea Hartnett
Chelsea.Hartnett@gov.texas.gov



PR & SOCIAL MEDIA

'Always-On' Activities

The Travel Texas PR & Social Program is always working to benefit partners and showcase Texas as a premier leisure destination. The following slides are examples of elements of the program that are ongoing.

Partners are identified and may be contacted by Travel Texas and MMGY as needed to achieve the goals and objectives of the tourism program.

Engaging Media

Travel Texas maintains a cohesive earned media strategy that generates exposure across media channels – print, digital, broadcast and social. Travel Texas & MMGY continuously pitch media regarding Texas news, experiences and attractions. Thus, partners should seek to keep Travel Texas & MMGY apprised of relevant destination activities on an ongoing basis.

Additionally, partners may have opportunities to support journalist/influencer press trips, pending media interest and story fit.

Overview

- **Timing:** Ongoing
- **Partner Enrollment & Participation:** Travel Texas will incorporate partners into ongoing programs and reach out for additional information as needed
- **Partner Contribution:** There is no cost to be included in Travel Texas media efforts*

** Potential for added costs that come with supporting journalist/influencer trips*



BuzzFeed

18 Surprisingly Cool Small Towns In The USA

Size isn't everything.



by Jemima Skelley
BuzzFeed Contributor

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Set in an area known for its German history and peach orchards, Fredericksburg is the perfect destination for wine lovers. The town is smack-dab in the middle of Texas wine country, with over 50 wineries and cellar doors you can visit. If you're into camping, drive north for about 20 minutes to [Enchanted Rock](#), an International Dark Sky Park with some of the best stargazing in the state.

Social Media Community Development

Travel Texas maintains an established content cadence on all social channels deemed relevant to the brand, which efforts showcase Texas and often the imagery and destination experiences of partners. Travel Texas promotes partners on an ongoing basis, encouraging engagement by tagging partners and using any relevant hashtags as appropriate.

Overview

- **Timing:** Ongoing
- **Partner Enrollment & Participation:** Travel Texas will incorporate partners into ongoing programs and reach out for additional information as needed
- **Partner Contribution:** There is no cost to be included in Travel Texas social media efforts

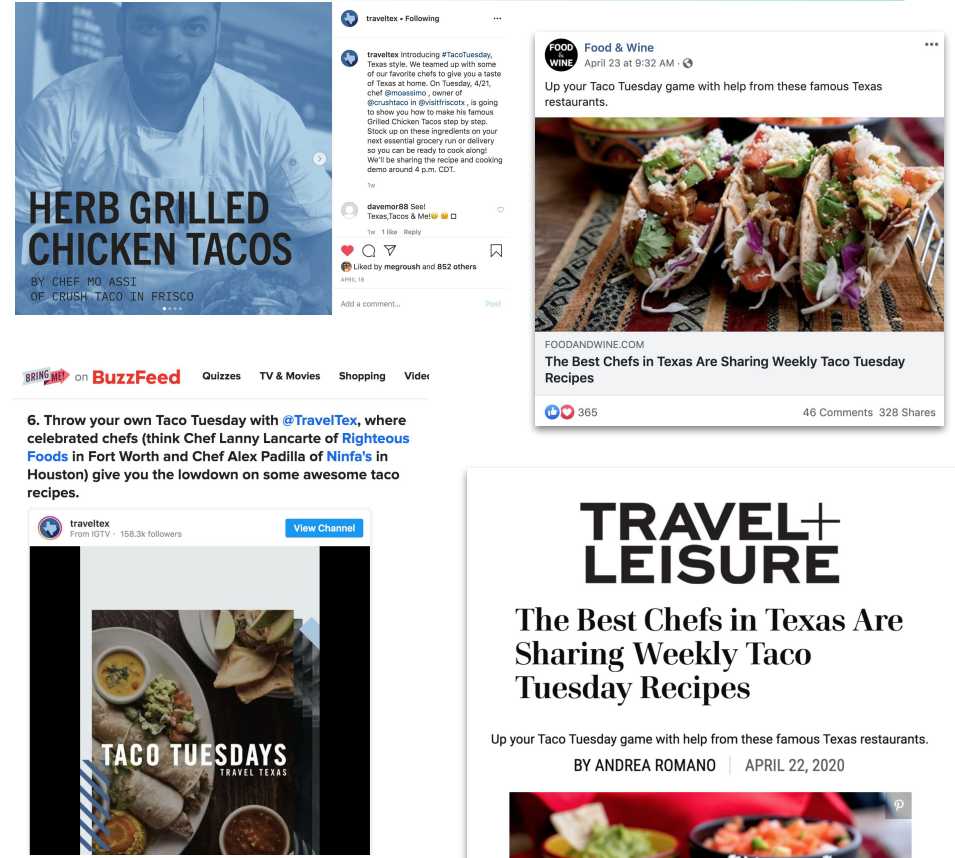


Campaign Inclusion

Travel Texas partners are always considered for collaboration in PR and Social Media campaigns for Travel Texas, including mini social media series as depicted on this slide. Timing and inclusion within integrated campaigns are determined by Travel Texas and MMGY to achieve the greatest benefit to the state.

Overview

- **Timing:** Ongoing
- **Partner Enrollment & Participation:** Travel Texas will conduct outreach on an as-needed basis, depending on campaign concept(s), objectives and relevance to partners
- **Partner Contribution:** TBD, dependent on campaign



A photograph of three women sitting at a wooden picnic table in a vineyard. They are smiling and talking. The woman on the left is holding a bottle. The woman in the middle is holding a glass. The woman on the right is holding a glass. The background shows rows of grapevines and a large tree on the left. The entire image has a red overlay.

PR & SOCIAL MEDIA PROGRAM

New Co-Op Opportunities

Social Media Opportunity: Dedicated Instagram Feature

Partner placements will be shared on Instagram, being served to Travel Texas' organic audience of over 186,000. The in-feed placement will be promoted for a period of 3 days to further extend post reach to current followers and friends of followers. A customized report of each partner's results will be provided in conclusion.

Overview

- **Targeting:** Current Travel Texas followers + friends of followers
- **Placement:** 1 Instagram post + 1 IG Story Series (4 frames in total)
- **Timing:** Post will be shared on a designated day within the month you opt-in. Designated month will be given on first-come, first-served basis. Request to participate, along with the required materials, must be submitted 4 weeks out from desired month. The in-feed post will be promoted for a period of 3-days, living organically forever. Stories will live organically for 24 hours.
- **Number of Partners:** 1 partner per month (March - August)
- **Partner Fee*:** \$500, matched by Travel Texas for a **\$1,000 value**. Total investment and matching funds will be used to promote the content on social media.

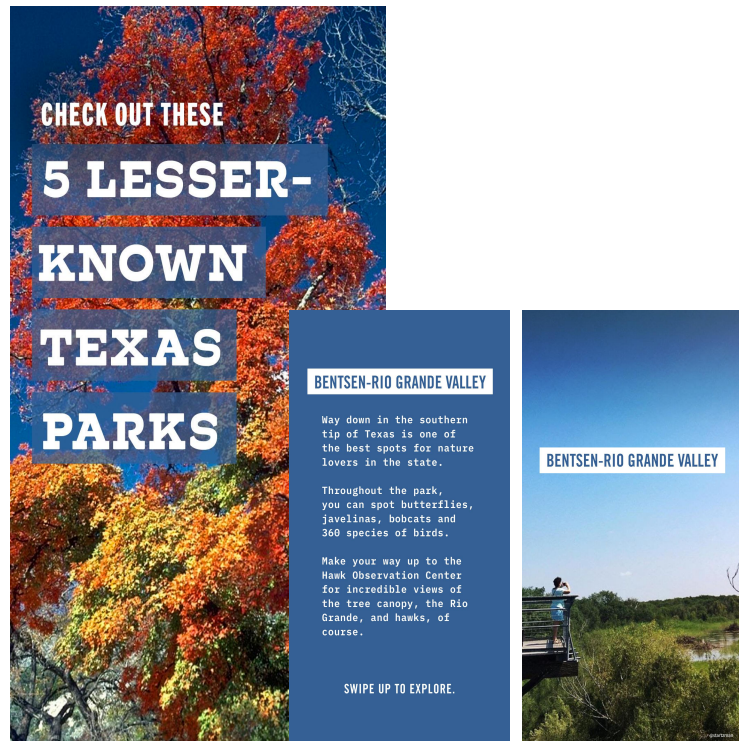
**Travel Texas and MMGY reserve editorial/creative control and reserve the right to decline content if deemed inappropriate.*



How It Works

Asset Guidelines

- **Messaging:** Content must highlight your specific Texas destination, with a focused look at noteworthy activities, culinary offerings, hotels, events or outdoor experiences specific to your community.
- **Messaging Examples:**
 - Interesting destination facts
 - Can't miss insider tips
 - Notable, timely activities or events
 - New, notable dining opportunities paired with strong imagery
- **Partner Requirements:**
 - 2-5 key messaging points that align with messaging details above. MMGY will request additional messaging points if the above directive is not followed.
 - Link to website
 - Link to Instagram page and branded hashtag
 - Image Library (inclusive of high-res and permission-granted images; should not include added text or graphics)



How It Works (cont.)

- Once partner deliverables have been provided, Travel Texas will source MMGY's expert creative resources to select final content and imagery and to ensure messaging aligns with Travel Texas and Instagram best practices. MMGY will then incorporate final selects into Travel Texas' branded social post templates.
- Travel Texas will provide the posts for each partner's review and approval prior to launch*.
- All creative will drive directly to co-op partner's website (as applicable).

**Creative versioning will include basic changes to copy and imagery. No more than one creative version variation on social ads and no more than one round of revisions per asset. Preferences are not guaranteed, but are prioritized where possible.*



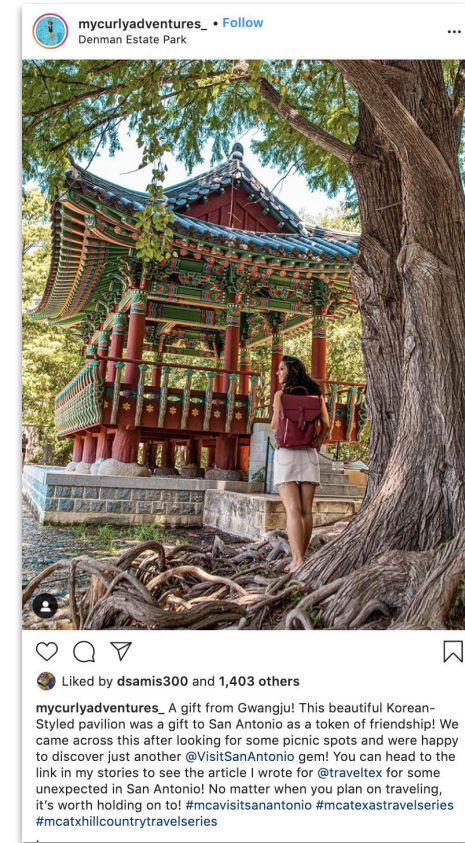
Influencer Opportunity: Event Amplification

Let us send a #Texplorer to your events! Travel Texas will coordinate a local influencer (and guest) to attend your notable Texas event in exchange for light social media sharing.

Overview

- **Placement:** 1 Instagram post and 1 Instagram story series, in exchange for event support
- **Timing:** Opportunity is TBD pending impact of pandemic on 2021 events. Partners to submit event name and timing for consideration if available.
- **Partner Fee:** 2 tickets, including VIP experiences if possible
- **Event Examples:** SXSW, Tyler Rose Festival, Oktoberfest, State Fair, Professional Sports Game, Sand Castle Sculptures on Coast, Dickens on the Strand, ACL, Fiesta

**Travel Texas and MMGY reserve editorial/creative control and reserve the right to decline content if deemed inappropriate.*



How It Works

- **Messaging:** Partner to provide event overview, what would be provided to the influencer and guest, and any relevant website links and social handles and hashtags.
- **Influencer Selection:** MMGY will extend outreach to 10 Travel Texas-vetted local influencers once events are provided. Influencers will then share which events they are interested in attending in order for MMGY to match the right influencer to the right event. Once finalized, MMGY will provide each partner with contact information in order to handle logistics of event attendance. Influencer selection is at Travel Texas and MMGY's discretion and will be determined based on the influencer's interest in attending the partner event.



Social Co-Op Enrollment Instructions

applicable to the Dedicated Instagram Feature & Influencer: Event Amplification opportunities

First-come, first-served. Enroll via the open enrollment sign up form to be shared February 12.

- Form will be emailed to industry partners via the Travel Texas industry newsletter
- Newsletter sign-up is accessible on the bottom right corner of the industry site homepage: gov.texas.gov/travel-texas

Submission of form indicates intent to participate from industry partners approved by Travel Texas

- Use form to identify preferred timing for the Dedicated Instagram Feature opportunity, as well as interest to participate in the Influencer opportunity (and event name/timing if available)
- MMGY will contact you within two business days once submission is received
- If participation is accepted, MMGY will contact you to confirm preferences, submit invoicing and begin creative discussions



PR Opportunity: Consideration For Spring Media Webinar

In the current COVID-19 environment, Travel Texas plans to execute a virtual media webinar, to share Texas news with media who may not yet be comfortable leaving their homes/offices. Regional and national journalists across the country will be invited to participate, with the goal of securing at least 20 media and/or influencers to participate.

The purpose of this webinar is to further relationships with key media, ensure that Texas is kept top-of-mind for coverage opportunities, and seed story ideas. Inclusion in the webinar is not guaranteed and content will be curated at the discretion of Travel Texas and MMGY to best serve media needs.

Opportunity Overview

- **Timing:** Spring TBD (likely April)
- **Deadline:** Content will be due Feb. 26, 2021
- **Partner Fee:** There is no cost to participate in this program

**Travel Texas and MMGY reserve editorial/creative control and reserve the right to decline program participation if content is deemed inappropriate or in opposition of the best interest of the state.*



How It Works

- **Partner Requirements:** MMGY will conduct outreach to secure media attendees and will handle coordinating the presentation. Partners may be asked to attend, present newsworthy information and/or address questions about their specific destination.
- **Partner Enrollment:** Partners should submit timely, newsworthy information prior to the February 26th deadline to traveltexas@njfpr.com. Examples include notable upcoming events/seasonal activities, hotel/restaurant openings, interesting personalities for profile opportunities, trending story angles, etc.

Sample Media Contacts:



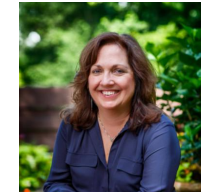
Jackie
Caradonio
Departures



Mark Ellwood
**Condé Nast
Traveler/
Robb Report**



Shivani Vora
**The New York
Times,
Forbes,
Departures**



Valerie Luesse
**Southern
Living**



Lyndsey
Matthews
AFAR



Sandra
Ramani
Robb Report



PR & SOCIAL MEDIA PROGRAM

Recap

Program Overview

	OPPORTUNITY	PARTNER CONTRIBUTION	HOW IT WORKS
ALWAYS-ON	Engaging Media	No Cost	Travel Texas will share these opportunities with partners as appropriate to accomplish the goals and objectives of the tourism program.
	Social Media Community Development	No Cost	Travel Texas will share these opportunities with partners as appropriate to accomplish the goals and objectives of the tourism program.
	Campaign Inclusion	TBD, dependent on campaign	Travel Texas will conduct outreach on an as-needed basis, depending on campaign concept(s), objectives and relevance to partners.
NEW OPPORTUNITIES	Dedicated Instagram Feature	\$500 to be used for post promotion, matched by Travel Texas for a \$1,000 value	Partners to enroll via sign up form on Friday, Feb. 12. First-come, first-served.
	Influencer Event Amplification	2 tickets, including VIP experiences if possible	Partners to indicate interest and submit event name/timing (if available) via sign up form on Friday, Feb. 12 for consideration.
	Consideration for Spring PR Media Webinar	No Cost	Partners to submit timely, newsworthy information prior to the 2/26 deadline to traveltexas@njfpr.com .

Reach out to MRoush@mmgy.com and Chelsea.Hartnett@gov.texas.gov with questions.



THANK YOU!